

THE TIKTOK PLAYBOOK

FOR 30+ PATIENTS IN A MONTH OR LESS





Hey Doc! Thanks for downloading this playbook!

My name is Nik Robbins and I'm the co-founder of Be Top Local. We're an agency that specializes in helping doctors grow and scale their private medical practices!

My team and I have helped over 700 doctors the last 7 years on their journey to growing to 7-figures or more. We've learned a ton about what works and what doesn't in the medical field for getting new high ticket patients month after month on repeat.

(Chiropractors, Physical Therapists, Med Spas, Podiatrists, Dentists, Etc. You name the profession, we've helped them get new patients)

If you're reading this, chances are that you want a reliable system for practice growth.

That could look like more patient opportunities, a proven system to close patients into care, or even just better quality leads.

What you might not be sure about is HOW to get a reliable system into place inside your practice.

That's why we decided to do something about it.

After months of trial and error, our playbook now consists of eleven frameworks that are the key to experiencing real growth.

We've tested it on over 100 clients and they've closed hundreds of thousands in revenue by following our playbook.

They've also...



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Dropped their average cost per lead from \$25+ down to \$4.

Saw an increase of 27% for patients that self book and SHOW to their scheduled appointments.

Were able to ethically increase their number of patient visits.

And so much more.

Our doctors that implemented this playbook properly were able to increase their revenue year by year.

Many of them even grew their practice to 7-figures or more.

Others could open NEW locations to help more patients than ever in their community.

It all starts with the very first step in the process: Tiktok.

(PSST! We even guarantee an ROI when this playbook is implemented properly. That's how confident we are in the results)



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INTRODUCTION

Here's the truth: Building a medical practice is difficult. Especially in this day and age when building a **SUCCESSFUL** medical practice can feel near impossible.

And it's only going to get harder considering that most marketing companies are still stuck advertising on a dying social media platform (Facebook).

But did you know that in the last 18 months, the number of US adult TikTok users grew 5.5 times...

PLUS over 100 million daily active users are in the US alone?

Whether you use the platform or not...your patients certainly are.

In fact, we haven't seen such mind blowing results from a social media platform since Facebook back in 2017.

TikTok is far and away the best opportunity in marketing right now.

But it's not the **ONLY** piece of the puzzle for growing a successful practice.

In fact, you can think of TikTok as the border pieces in a puzzle - an essential first step but it does not show you the entire picture.

That's why in this document I'm going to share with you 11 Frameworks that we are currently utilizing (including TikTok) to **massively increase our practices' new patient volume as well as their profit margins... all while ethically doing what is best for the patient!**

This is a comprehensive Playbook to Adding 30+ Patients in a Month or Less using TikTok.



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FRAMEWORK 1: High Ticket Patients

The first framework that I am about to share is what I attribute 57% of our practices' success to.

That is the concept of selling high-value, high ticket patients!

Think about it. It's much easier to sell 10 patients for \$2,500 each than it is to sell a hundred patients at \$250.

When we sign on a new client, the very first step we take together is identifying treatments, conditions, and modalities where we can create high ticket patients.

This can be by utilizing certain treatment methods that bring high ticket value (such as injections) or it can be by putting together long-term care packages (such as 36 treatments for neuropathy or 36 adjustments over six months) to provide the clinic cash flow.

The key here is having upfront cash-flow if we really want to be able to scale and grow our practice.

Cash flow allows us to acquire new patients PROFITABLY by using the cash that we've already earned (you'd be stuck in a very difficult situation if you only make \$250 per patient and you are trying to run ads and grow your practice via methods that can't really scale).

It's important to get cash UP FRONT so your first step is to put together a high ticket treatment program.

There's many ways to do this (and we have done it)! Everything from aesthetics to pain management to neuropathy has the potential for a high ticket treatment program.

Here's a comprehensive list of conditions that we have created a high ticket program around for guidance:

- Anti-Aging (HGH/HRT)
- Asthma
- Autism
- Autoimmune
- Back Pain
- Braces
- Breast Augmentation
- Carpal Tunnel
- Chronic Fatigue
- Cognitive Decline
- CoolSculpting
- Dental Implants
- Depression
- Diabetes
- Erectile Dysfunction
- Fertility
- Foot Pain
- Hair Restoration
- Heel Pain
- Hormone Imbalance
- Immune Booster
- Insomnia
- Invisalign
- nvisared
- Knee Pain
- Laser Lipo
- Low T
- Menopause
- Metabolic Imbalance
- Migraines
- Neck Pain
- Neuropathy
- Scoliosis
- Sexual Dysfunction
- Shoulder Pain
- Sinus Infections
- Stress
- Thyroid
- Toenail Fungus
- Vaginal Rejuvenation
- Varicose Veins
- Vision Therapy
- And more...



Don't have a high ticket program and feel overwhelmed on where to even begin? Schedule a Free Strategy Session at the link below! There we can offer guidance on how to grow your practice using this essential framework!

[Click here to schedule a Free Strategy Session](#)

FRAMEWORK 2: Engaging Ads/Lead Forms

Now that we have identified our high ticket patient that we want to advertise & target, it's time to build some TikTok ads and lead forms to capture their information!

Depending on whether you are a cash medicine practice or accept insurance, there's going to be two different strategies that we recommend you start with.



1. Paid ads are the meat and potatoes of a cash-only practice.

We MUST put together a tantalizing offer using one or more of your services.

Here's an example of a winning offer we used for a laser contouring clinic: For \$37 you will receive a consultation, personalized weight loss strategy session, PLUS 1 laser contouring session!

For a pain management clinic, it could be a consultation, exam, x-ray and an adjustment for \$21.

For men's sexual health, it could be an ED treatment + consult + exam for \$37.

There's a lot of different ways that you can cook a potato and you can MIX AND MATCH the toppings. That is the key to cooking up an offer that is attractive for the new patient that makes you STAND OUT from all of the competition out there.

After a patient taps on your video ad in TikTok with your amazing new offer, they will fill out their information that your office can use to contact the lead. This form then will redirect to a page with the ability to capture the credit card information.

This is incredibly powerful and one of the biggest breakthroughs we have had working with our practices.



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We are seeing anywhere from 30% to 50% of people immediately paying the fee!

That means we can immediately eliminate the tire kickers who aren't actually serious about showing.

And in turn, that has raised our clients' show rates of people who prepaid to over 95%!

No more time wasted with people who aren't showing up or who aren't serious about care.

2. Insurance-based practices MUST use the tried-and-true Free Consultation offer.

If you take Medicare, then obviously you legally can't run discounted services - which is totally fine!

The Free Consultation Offer still works but with a caveat. You can't just slap a video ad on TikTok with a free consultation and expect it to print high ticket patients.

(and you probably already know that the free consultation typically gets unqualified leads interested in your services)

That's why you must create highly engaging, very attractive, and condition specific video ads.

When you write your script and you build out your TikTok campaign, you want to focus on a single condition and the pain points a patient might feel - not the treatment methodology!

Nobody understands the advanced treatments that you utilize in order to cure their ailments; all they care about is their pain and that You Can Solve It!

Here is a couple quick examples of what that would like look like in our winning TikTok scripts:



Thyroid Script #1

Did you know that around 40-60% of people struggling with thyroid disease don't even know they have it?

That statistic might sound shocking, but if you knew how many women have dealt with doctors telling them their blood tests were normal after talking about their hypothyroid symptoms...you probably wouldn't be shocked.

That's why we are super excited to be giving away 12 Free Thyroid Consultations to our local community!

Just click below to reserve your appointment!

Thyroid Script #2

Weight Gain... Chronic Fatigue... Mood Swings... Irregular cycles... Brain Fog...

These are just a few symptoms that women with thyroid issues experience.

But these symptoms are NOT normal (no matter what your doctor told you about your last blood test)

We take a functional & individualized approach to treating thyroid issues that address the underlying CAUSES of your symptoms rather than just masking them.

And for a limited time we're offering 12 ladies in our local community a Free Thyroid Consultation.

Just click below to reserve your appointment!

Wondering what offers typically perform the best on TikTok ads? Click the link below to schedule a Free Strategy Session with our team and we'll reveal our winning offers that attract patients like clockwork!

[Click here to schedule a Free Strategy Session](#)

FRAMEWORK 3: Scheduling Process

Now that we have captured our prospective patients information & contact info on TikTok, it's time for us to schedule them onto your calendar (or confirm if you gave them the option to schedule ahead of time.

This is literally the MOST important part of the new patient sale.

Why?

Because this phone call is the single moment that will decide whether they feel comfortable with you and your practice.

If they aren't comfortable - they won't show.

You MUST call the patient quickly after they express interest in your services.

You MUST build rapport with the patient.

I cannot stress this enough! This is the biggest differentiator between our practices that do seven and eight figures and those that struggle to get by.



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Below is a sample of our new patient scheduling script that we have all of our clients go through and utilize - if you follow the script, you will see an enormous increase in your show rates (and in turn close more patients).



OFFICE: Good afternoon, thank you for calling (clinic name)! This is (your name) how may I help you?

PATIENT: Hi! I was calling because I saw an ad on TikTok about a free consultation to learn more about how I can get help with some thyroid issues.

OFFICE: Perfect I'd like to thank you again for reaching out to us. Again, my name is (your name). May I please have your first name?

PATIENT: Yes, it's Sara

OFFICE: Thank you Sara! I am so glad you called!

OFFICE: So Sara, I would first like to take just a quick moment to ask you a few questions so that we can understand better what you have been dealing with. Then I can explain how we can help you. Would that be ok?

PATIENT: Yes sure!

OFFICE: If you would, please describe some of the symptoms you have been dealing with and how it has been affecting your quality of life.

What I mean is what is difficult for you to do or what can't you do anymore due to these issues?

PATIENT: (Patient describes their thyroid symptoms.)

PATIENT: I spoke to another doctor who said my tests came back normal and that nothing is wrong with me! It is so frustrating!

OFFICE: I am so sorry you've been dealing with this! How long have these issues been giving you trouble?

PATIENT: *Well let me think... it's been at least 3, maybe 3 ½ years?*

OFFICE: *Wow, that's terrible that you have had to live with this for so long. I will share with you that the issues you are describing regarding your thyroid may be somewhat common, but they are certainly not normal!*

What I'm excited to do is schedule that free consultation in our office that you had asked so we can identify exactly what it is that's causing your thyroid symptoms! The most important things we're going to discover together are the solutions to get you back to a life without your symptoms!

OFFICE (CONT'D): *I have a few appointments available for you for this free consultation. I have tomorrow at 9 AM or Thursday at 4 PM which one of those two work best for your schedule?*

PATIENT: *Probably the afternoon appointment, but I do have a question.*

OFFICE: *Sure Sara, what can I answer for you?*

PATIENT: *So, how much does the program usually cost?*

OFFICE: *That is a great question, I get asked that question quite frequently when individuals call us for help. What I want to share with you is that there's not just one program that fits everyone because individuals have different symptoms and conditions that they're dealing with.*

The reason that we offered a consultation in the office is so that we can identify exactly what is going on with your situation and design a specific treatment plan for a specific set of goals to finally set you free of these issues.

PATIENT: *Oh that sounds terrific! It's about time somebody understands that there is something wrong and I'll do the 4 o'clock on Thursday!*

OFFICE: *Fantastic! Typically the consultation is going to last 30 minutes - sometimes longer depending on the questions that you may have. Do you know where were located?*

Confused about how to apply this script to your condition/offer? Schedule a Free Strategy Session and we can help shed some light on how the framework of this script can work for any practice!

[Click here to schedule a Free Strategy Session](#)



FRAMEWORK 4: Consult Process

We have our patient inside of the office.

You made them comfortable enough to show.

They're there to experience your amazing offer that you advertised.

Done-deal right? (yeah, no. But you already knew that).

Now you need a strong script, framework, and order to move the patient comfortably along the sales process.

Now you might be thinking to yourself, "but Nik! I'm a doctor! Not a salesman! That sounds scammy!"

True. You didn't go to sales school (neither did I). But the best way to give the patient the service they so desperately need is to sell them on it.

You know it works. You know it will help them. Now ethically convince them!

Don't worry. There is a consultation script that we utilize that allows us to truly understand the patient's pain points and build massive amounts of trust and rapport with the patient.

Oh, I almost forgot.

There are a couple of other things that I want to stress in regards to helping close and enroll more patients before you even actually have the consult.

How does your office feel when a patient enters the room?

Is it lit well?

Are they greeted by the front desk?

What does your patient walk-through tour look like?



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What type of clothes are you and your staff wearing?

All of these things matter tremendously in seeking to get the patient to enroll into care with you.

Now let's take a look at our perfect consultation script that over 500 doctors have used and seen amazing results that will truly help set you up to enroll the patient into care after your paid exam and ROF!

01 State the Agenda of the Appointment

"To start off your appointment, I am going to ask you some questions to learn more about your Condition. From there, we will talk about whether it makes sense to do an exam and talk about"

02 Figure Out Why They Are There

"What made you decide to reach out to us?"

03 Understand Their Current Situation

There are some questions to ask the patient to find out more about their current situation:

- What pain/symptoms are they currently dealing with?
- What are they doing to handle the pain/symptoms?
- What is the extent of their condition?
- What does their life look like because of the pain/symptoms? Is it holding them back?

04 Figure Out What They Have Tried in the Past

Here are questions to ask to find out more about the patient's history:

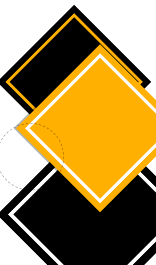
- What other treatments have they tried?
- How did those treatments work for them for their lifestyle?
- Was it simple for them?
- How long were they using these various treatments?
- Did they find any relief from them?

Expect them to vent about their past failed treatments they've tried.

05 Figure Out Their Desired Situation

"What kind of results are you hoping for?"

We know they want to be pain free/symptom free... but WHY? For playing with grandkids? For golf?



06**Figure Out Their Motivation to Change**

The question you want them to subconsciously think about is “what will their life be like if they don’t make any changes?”

They need to realize that their current situation is holding them back and that your treatments are the answer they’ve been looking for.

07**Acknowledge Their Pain/Symptoms → Transition to the Next Step**

“I appreciate you sharing so much with me. I think you’re a perfect fit for our programs and we can absolutely help you out... We specialize in helping individuals who have thyroid symptoms get the relief they need by using several different treatment modalities depending on the individual. Here are the next steps to learn more and make sure we can recommend the best treatment for you. We will want to get you scheduled soon for an examination so Stacy at the front desk can help you out with that.”

Interested in a more in depth overview of what our 7 and 8 figure practices are doing to build rapport with patients during a consultation? Click the link below to schedule a Free Strategy Session!

[Click here to schedule a Free Strategy Session](#)



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FRAMEWORK 5: ROF / EXAM / FINANCING

As you know, the paid exam, report of findings, and financing process can vary across practices so I'm going to keep this at a high level overview.

During the paid exam, we want to make the patient feel as comfortable as possible.

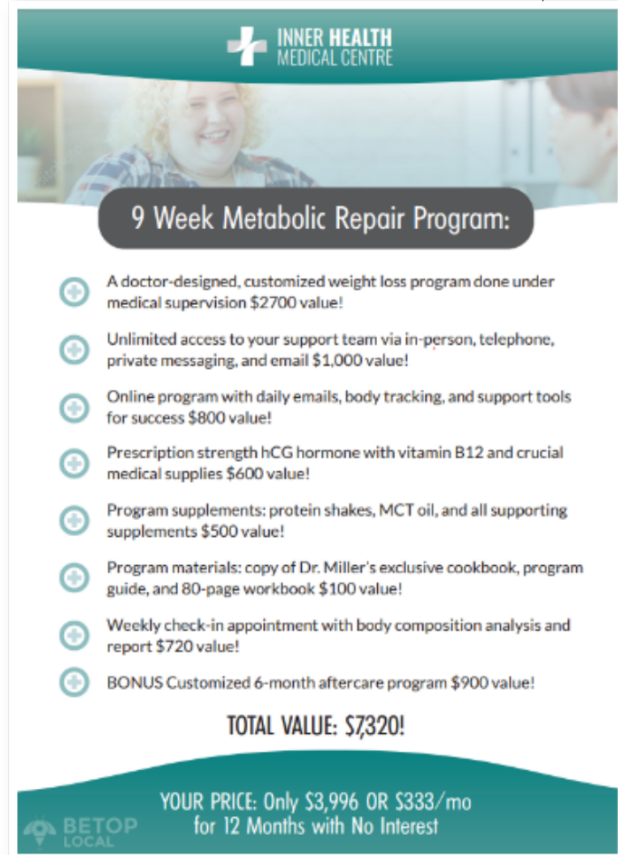
It's critical to further build that doctor/patient trust at this stage because this is their taster of what it's like to work with you on a regular basis!

The report of findings is important for building VALUE in your program to make the patient more willing to drop the cash on high ticket treatments.

You know it will help but why the heck should they care?

We do this by delivering the program in an offer stack. **AKA creating value by literally stacking all of the things they will get if they start today.**

Here's an example:



INNER HEALTH MEDICAL CENTRE

9 Week Metabolic Repair Program:

- A doctor-designed, customized weight loss program done under medical supervision \$2700 value!
- Unlimited access to your support team via in-person, telephone, private messaging, and email \$1,000 value!
- Online program with daily emails, body tracking, and support tools for success \$800 value!
- Prescription strength hCG hormone with vitamin B12 and crucial medical supplies \$600 value!
- Program supplements: protein shakes, MCT oil, and all supporting supplements \$500 value!
- Program materials: copy of Dr. Miller's exclusive cookbook, program guide, and 80-page workbook \$100 value!
- Weekly check-in appointment with body composition analysis and report \$720 value!
- BONUS** Customized 6-month aftercare program \$900 value!

TOTAL VALUE: \$7320!

YOUR PRICE: Only \$3,996 OR \$333/mo for 12 Months with No Interest

BETOP LOCAL

After you build that necessary trust with your patient and demonstrate the value they'd get by choosing you as their doctor, it's time for the "make-or-break."

Asking for money.

This should NOT be you, the doctor, asking for the money.

This should NOT be your front desk person asking for the money.

At the end of the day, this is a sales role - whether you like it or not. It doesn't matter that you are a doctor. It doesn't matter that you're dealing with treatment options. You are SELLING patients on your treatment.

That means you need someone who is comfortable with asking for and talking about money - preferably a sales background.

I could talk about this topic for pages and pages but I will sum it up with this:

1. Don't ever prejudge a patient. You never know what they are willing to pay for or what they CAN pay for until we run their credit.
1. You MUST have financing options in your practice.

"The patient is dead broke."

"Why are all my leads poor."

"You need to target a wealthy demo."

If I had a dime for every time I heard a variation of those three phrases then I wouldn't have to work ever again!



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Just imagine this scenario with me for a second.

Doctor: The patient is broke!

Me: When did you tell them how much it cost?

Doctor: Over the phone.

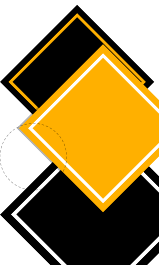
Me: So you told someone you never met and who has never been inside your practice and you have never had a consultation with or any sales process whatsoever...that your program cost four grand...

OF COURSE they're going to say they can't afford it! But that does NOT mean they're broke...

That's why we train our clients that the only way to determine whether somebody is actually broke or not is if we take them through our entire process and run a financing application on them!

Need more guidance on how to sell the benefits of your treatment programs? Schedule a Free Strategy Session with my team where we can give advice based on your specific needs!

[Click here to schedule a Free Strategy Session](#)



FRAMEWORK 6: Database Reactivations

Here's what we have discovered together so far:

1. You now have a process to attract patients using TikTok ads
2. You now have a process to get patients in the door
3. You have a process to close those patients
4. That process closes them in high case value treatment programs

It's time for me to hand over very specific strategies to flood your practice with IMMEDIATE new patients.

When was the last time you took a look at your old patient list?

Have you ever shared with them a brand new offer for a treatment program?

Never?

That's okay. All you have to do is load up your old patient list into a software and shoot them a text message!

Easy as that. We've seen enormous success with this strategy with 100% of the practices we have worked with.

This strategy is a really simple and cost effective way to get new schedules on your calendar.

Just send a message like my example below - et voila! New patients.

(seriously, text message marketing is the HOT marketing method right now - and using a patient's preferred communication method. Forget email marketing.)



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First Campaign Text

Hey [First Name], this is [Clinic Name].

I know we've had success with your treatments in the past which is why I wanted to let you know that we've opened our schedule this month for 7 [OFFER].

If that sounds interesting, tap here to take advantage → LINK

Second Campaign Texts

[Clinic Name]: We've helped over 47 patients this month (and counting) relieve [Condition]! Are you next?

[Clinic Name] is the leading [Condition] expert in [Location]! Get the relief you need by grabbing our [OFFER] while they last!

Have zero clue on how to set up a reactivation campaign? Don't worry, we have your back. Schedule a Free Strategy Session and we can give you a step by step overview on exactly how it works!

[Click here to schedule a Free Strategy Session](#)

FRAMEWORK 7: Google My Business Optimization

Over 90% of patients read reviews, look at photos of your office, and check out your online presence before ever gracing your doorstep.

That's why it is so important to have your Google My Business page completely optimized!

Do you know what your Google my business analytics look like and how many new patients you're getting from that?

If you don't, then I highly recommend you put a tracking line on your Google My Business, optimize it with photos, and set up review campaigns.

I guarantee that this will skyrocket the amount of patients expressing interest in your services and actually **SHOWING** for their appointments.



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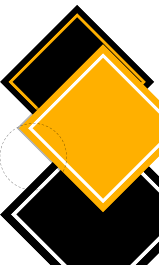
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Can you say, "goodbye no show rate?"

The final step of your Google My business optimization is to ensure that you have the Google My Business chat widget turned on so that you can communicate with your patients exactly how they want to be communicated with.

Instantly and online.

Wondering how you can best take advantage of Google My Business? Schedule a Free Strategy Session and we can demonstrate how to optimize your listing and make it more desirable for patients!

[Click here to schedule a Free Strategy Session](#)

FRAMEWORK 8: **Optimize Your Website + Website Chat**

If patients are searching for you on Google, then that means they are also taking a look at your website!

I can't tell you how many times I've seen a practice's website completely out of date and with zero way for a patient to contact them to schedule.

We MUST have your website fully optimized and up-to-date.

You're not the only person claiming to heal your patient, remember? Your website could be hamstringing your business...

So your brand and how you are perceived by your patient before they come in the door matters... A lot.

Not only do you need to have your website optimized for high conversions, you need full clarity and transparency on exactly how many phone calls and form submissions you are getting every single day, every single month, and every single year from your website.

If you don't know -- down to the cent -- exactly how much your website brings in every month, then you'd have no clue how successful your individual lead sources truly are (and potentially waste tons of cash).



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The next step that is absolutely essential for today and beyond is to have a website chat option on your website!

You MUST be able to instantly text your patients through your website - like I mentioned before, texting is their preferable communication option!

If you don't offer that then somebody else will. And that somebody else will get the patient that you could have acquired.

Here is an example of what a simple website can look like:



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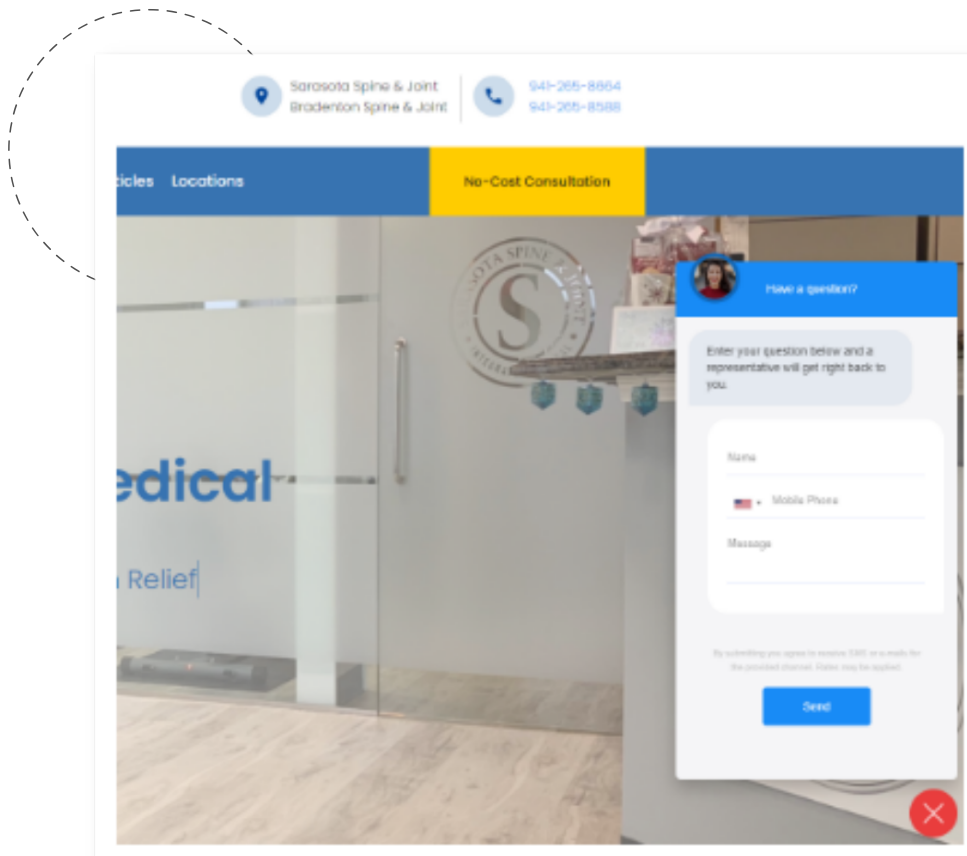


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Here's an example of website chat:



We have found that the average clinic can see up to 325 new patients a month simply by having the website chat tool installed.

Have no clue whether your website is actually optimized? Schedule a Free Strategy Session below and we can run a quick check on your site!

[Click here to schedule a Free Strategy Session](#)

FRAMEWORK 9: Review Campaigns

90% of your new patient prospects will read your reviews.

I repeat.

90% of your new patient prospects will read your reviews.

I can't stress enough the importance of not only making a huge effort to get reviews across all the different platforms but that you have ONGOING efforts to continually build your reviews!

The practices that we see that have a 100+ 5-star Google reviews almost always destroy the competition.

Here's what you need to do:

1. Set up a review campaign where you email and text your previous patient database asking for reviews.
1. Set up an in-office SOP to continually ask patients for reviews and grow your review database

This effort will eventually snowball into more patients coming in that you can ask for more reviews from!

Struggle to get patients to post positive reviews for your practice? That's okay! We have developed a brand new strategy that entices a patient to post a review (you've seen our MASSIVE testimonial page, right...)

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FRAMEWORK 10: Impeccable Tracking & Follow Up

In this modern era, there are so many different platforms to keep track of and so many different areas where we can attract new patients.

You probably have multiple different avenues yourself already in place (Facebook, Adwords, Pinterest, Youtube...)

However with the rise of TikTok, it is absolutely more critical than ever to have a phenomenal tracking system.

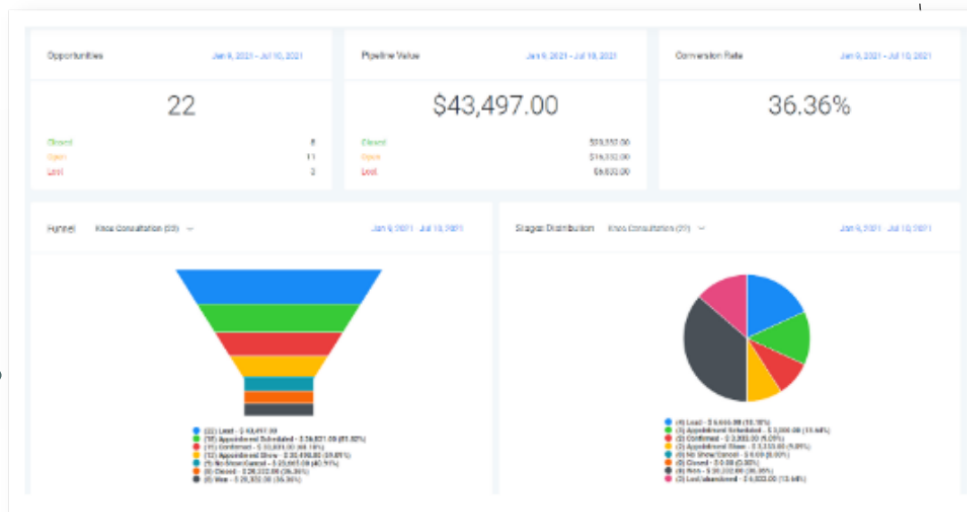
If you don't know off the top of your head what your average CPA (cost per acquisition) is for each of your different marketing channels...you are behind.

I know that this might seem unbelievable.

This probably even feels overwhelming.

But that's exactly why we created our own tracking software that allows you to see a full and transparent picture of your numbers at a quick glance!

Here's an example of what our tracking software looks like:



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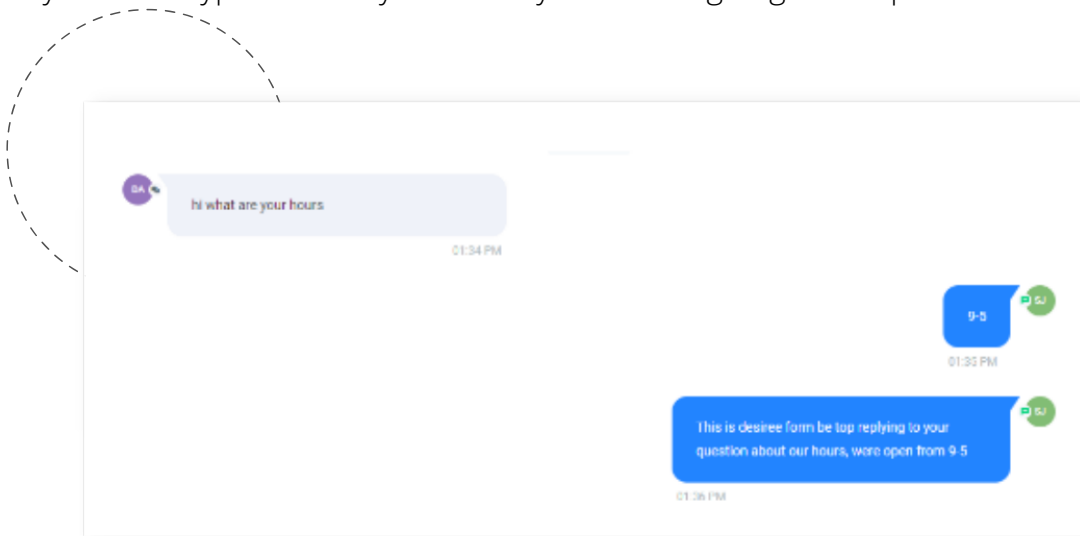
Tracking your overall cost per acquisition is NOT the only thing you need to track; you must also track how your staff is handling and following up with your leads from your multiple channels.

Out of every ten practices that we secret shop, 7.5 never call the patients back (if at all).

After working with over 700 practices, I can guarantee you that your front desk is mishandling leads.

AKA costing you new patients.

That's why you must create an easy system for them to follow up with patients and provide transparency on what type of activity levels they are utilizing to get new patients in the door.



Want to see how our brand new software works? Schedule a Free Strategy Session with my team and we can demonstrate exactly HOW this software has helped 700+ practices track their patients and GROW!

[Click here to schedule a Free Strategy Session](#)



FRAMEWORK 11: Upsell/Cross-Sell Campaigns

The final framework I want to share is the concept of having upsell and cross-sell campaigns for your patients when they come in the door.

Let me ask you a question.

Do you currently have a process in place where you intentionally offer additional services to clients?

It's no secret that when a patient comes into the office that they could likely utilize several different modalities.

However, from what we've seen, very few practices actually have processes or systems in place to maximize the lifetime value of the patient while also serving them at the highest level in curing their ailments.

In short: ethically helping patients with multiple problems they may be experiencing.

Not every practice has a way to upsell or cross-sell. If they do, they might not know how to best handle this important framework! Schedule a Free Strategy Session with my team and we can create a custom game plan for your practice!

[Click here to schedule a Free Strategy Session](#)



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Operation Strategy

There you have it!

How TikTok and our top frameworks can exponentially grow medical practices like clockwork!

If you are interested in learning how we can actually build, install, and run these frameworks for you...

If you are interested in learning how we can flood your practice with 30+ new patients in a month or less...

[Then click here to schedule a Free Strategy Session!](#)

We'd love to chat with you about how we can help (with a guarantee attached to our services)!

We wish you the best of luck in scaling & growing your practice and hope you gained tremendous value from this training material!

Let us know how you utilize these strategies to grow your practice!



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